# Marrick Museum & Archives

## Brand Guidelines

Edition 1.0, 2026

Concept build by Kootenay Made Digital

# Step up to the old post office counter.

The Marrick Museum & Archives lives in the town's 1912 post office on Main Street. Every letter in Marrick crossed its counter until 1975. The counter window, the wicket, is still where a visit starts. Say who's coming and we hand the visit back stamped, with the price, the route and the way in.

### THE NAME

In full, The Marrick Museum & Archives. In a header or any tight space it shortens to Marrick Museum. The Marrick & District Historical Society, a registered charity, runs it.

### PERSONALITY

## Neighbourly

We ask who's coming before we tell you anything, the way the volunteer at the counter does.

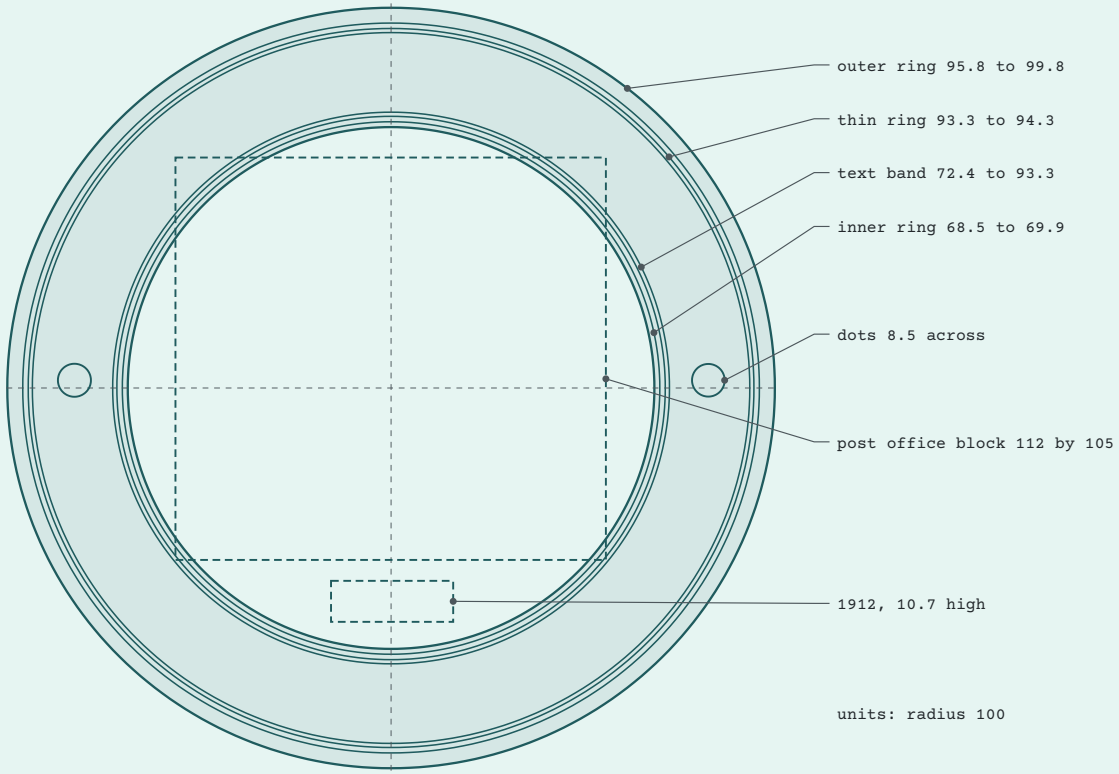
## Exact

The front door has six steps and the side door has none. We give the number every time.

## Curious

Eight faces in the 1931 school photo still have no name, and we keep asking.




Measured from the master file: 1,840 by 1,823 px of ink, radius 100 at half the width. The 0.9 per cent between width and height is in the master, so every copy keeps it.

**The post office**
The front of the 1912 building on Main Street, with POST OFFICE carved over the door. The museum has been inside since 1978.

**The band**
MARRICK across the top and WENLOCK LAKE across the bottom, in carved Roman capitals, split by two dots.

**The date**
1912 is the year the building went up. The society's own year, 1964, goes in the lockup.

**One ink**
Engraved in fine lines like a postage stamp and printed in one colour, any palette colour, never two.

**ON GUM**
Full colour, Engraving

MARRICK MUSEUM
**& ARCHIVES, SINCE 1964**

Horizontal: the header lockup

Marrick Museum
& Archives

Stacked: the footer lockup

The seal alone

**ON SHEET**
One colour, Cancel

MARRICK MUSEUM
**& ARCHIVES, SINCE 1964**

Marrick Museum
& Archives

**ON ENGRAVING**
Reversed, Sheet

MARRICK MUSEUM
**& ARCHIVES, SINCE 1964**

Marrick Museum
& Archives

**ON NIGHT**
Reversed, Night Ink

MARRICK MUSEUM
**& ARCHIVES, SINCE 1964**

Marrick Museum
& Archives

## CLEAR SPACE

x

MARRICK MUSEUM
& ARCHIVES, SINCE 1964

x

Clear space x is the width of the seal's band, from its outer edge to the inner ring: about a sixth of the seal's width. Keep x clear on every side. Nothing enters it, type and photo edges included.

## MINIMUM SIZES, ACTUAL SIZE

MARRICK MUSEUM
& ARCHIVES, SINCE 1964

Horizontal: seal 40 px on screen, 25 mm in print

Seal alone: 40 px, 25 mm in print

At 16 to 32 px the words in the band go, and the ring and the building carry it. Those sizes are for the browser tab and the app icon only.

## SIX DON'TS

✕ **Don't stretch it.** Scale it evenly.

✕ **Don't recolour it.** Palette colours only.

✕ **Don't tilt the seal.** Only the postmark lands at an angle.



✕ **Don't set it on a busy photo.** Use a calm area or a field.

✕ **Don't add a shadow.** It is printed ink.

✕ **Don't retype the name.** Marcellus capitals only.

Marrick Museum

## Gum

`#E6F5F2`
`RGB 230, 245, 242`
`CMYK 6 0 1 4*`

The page ground, like the gum side of a stamp sheet.

## Sheet

`#FBFDFC`
`RGB 251, 253, 252`
`CMYK 1 0 0 1*`

The stamp face: tickets, labels, cards.

## Wash

`#A9C2C2`
`RGB 169, 194, 194`
`CMYK 13 0 0 24*`

Tint panels and large type only.

## Engraving

`#1F5B5E`
`RGB 31, 91, 94`
`CMYK 67 3 0 63*`

The one accent: the seal, headings, the button.

## Cancel

`#22272B`
`RGB 34, 39, 43`
`CMYK 21 9 0 83*`

Body text and postmark ink.

## Night

`#062427`
`RGB 6, 36, 39`
`CMYK 85 8 0 85*`

The one dark ground, with Night Ink type.

### PROPORTION, AS A RULE OF THUMB



`Gum 60, Sheet 18, Engraving 10, Cancel 6, Wash 3, Night 3`

### SUPPORTING

- `#4D575C` Cancel Soft, secondary text and catalogue numbers
- `#C1D6D5` Perforation, keylines and dots, never text
- `#E1EAE9` Night Ink, type on Night

* CMYK is computed from RGB and approximate. Proof it with the printer. The site's tokens are OKLCH, and these hex values are converted from them.

### CONTRAST, MEASURED TO WCAG 2.2 AA (4.5:1 FOR TEXT)

Aa — 13.43:1 — Body text on Gum

Aa — 14.76:1 — Body text on Sheet

Aa — 6.89:1 — Engraving on Gum

Aa — 7.57:1 — Engraving on Sheet

Aa — 7.57:1 — Sheet on Engraving, the button

Aa — 6.60:1 — Secondary text on Gum

Aa — 13.30:1 — Night Ink on Night

Aa — 8.22:1 — Night Soft on Night

Aa — 8.03:1 — Cancel on Wash

Aa

## Marcellus

The poster voice: the carved capitals over a 1912 door

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular 400 only. Headings and band lines, 28 px and up. Tracking minus 0.02 em at the largest size.

Aa

## Libre Franklin

Everything you read, like the town paper

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular 400 for reading, Medium 500 on Night, Bold 700 for labels in capitals at +0.08 em. Body 16 to 18 px, leading 1.6, 66 characters a line.

### Courier Prime 400

The stamp voice, for accession numbers, dates, postmarks and prices on the slip

Acc. 1978.001.1 · OCT 22 · $20

### HIERARCHY IN USE

Label, Franklin 700, 12 px caps

THE LANDING · MAIN FLOOR

Heading, Marcellus 400, 28 px

The SS Wenlock's bell

Stamp, Courier Prime 400, 13 px

Acc. 1978.044.12

Body, Franklin 400, 16 px

Rung at every landing for 56 years. You may ring it once.

Button, Franklin 700, 16 px

Stamp my visit

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# The stamp

1. **Perforated edges** go on the things a visitor picks: an object, a ticket, a membership.
2. **The postmark dates things.** The date sits beside it in Courier Prime, as real type.
3. **Cancel bars** divide sections: five bars, the second and fourth set in.
4. **The seal stays level.** The postmark lands at minus six degrees, the way a hand stamp does.




OCT 22 · 7:00

## Naming Night

Free, coffee and squares

The secondary mark is the postmark: MARRICK, MUSEUM AND ARCHIVES, WENLOCK LAKE and 1912, with five cancel bars. It stamps the visit slip and the calendar. The seal stays the logo.

# Photography














1. **Objects front-on,** one to a frame, on the pale grey-green ground, in soft light.
2. **Archive photos stay in their own black and white,** with the catalogue line under them.
3. **Then and now** from the same corner, at the same height.
4. **People when they belong:** a Naming Night, a school group, the walking tour, each busy with the real thing.

Every photograph in this concept is generated, the archive included.




### STREET POLE BANNER

30 by 96 in vinyl on two bracket arms, an Engraving field with the reversed seal so it reads against brick and trees. One banner for each feature exhibit, here The Mill at 115, until December 19.




### ADMISSION TICKET

5.5 by 2 in on white card, one ink. The counter tears the stub at the perforation and strikes the postmark on it, the same stamp the website puts on a visit slip. Summer price shown. Winter admission is by donation.



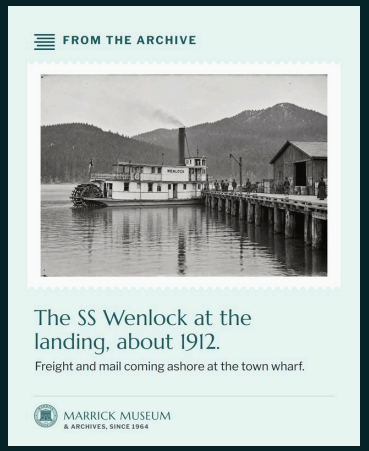

### OBJECT LABEL

8 by 5 in on a thin board, at reading height beside the object. The room, the name, the line from the website, then the accession number in Courier Prime.

# Digital




Profile image: the seal on Gum, 1080 by 1080, sized so the outer ring clears the circle crop.




From the archive, 1080 by 1350: one archive photo on a perforated sheet, its catalogue line, the lockup at the foot.

The phone shows the post in a feed, out on Main Street. Every caption repeats the photo's catalogue line word for word.

# Voice and tone

The museum speaks as we, meaning the society, its two staff and its volunteers. It writes short sentences with the number in them, the way someone at the counter would answer. Staff sign their own lines in the first person.

**Neighbourly**
Who's coming comes first.

**Exact**
Steps, minutes, dollars, dates.

**Curious**
Every object has a story, and we've written it down.

| WE SAY | WE DON'T SAY |
| --- | --- |
| The front door has six steps. The side door on Mill Street has none. | Fully accessible facility! |
| Tell us who's coming and we'll plan your visit. | Plan your unforgettable experience today! |
| Rung at every landing for 56 years. You may ring it once. | Step back in time with our interactive exhibits! |
| Winter hours are Tuesday to Saturday, 11 to 4, by donation. | Open year-round for the whole family to enjoy! |
| A family membership pays for a school class to visit. | Become a member and enjoy exclusive perks! |

# Quick reference




### THE MARK

The seal in one ink, level, at its own proportions. Horizontal lockup in the header, stacked in the footer.

Clear space is the band's width on every side. Minimum 40 px on screen, 25 mm in print.

### TYPE

Marcellus 400 for headings, 28 px and up. Libre Franklin 400, 500 and 700 for reading and labels. Courier Prime 400 for numbers and dates.

### COLOUR

- `#E6F5F2` Gum
- `#FBFDFC` Sheet
- `#A9C2C2` Wash
- `#1F5B5E` Engraving
- `#22272B` Cancel
- `#062427` Night

Every text pair here measures 4.5:1 or better.

### THE STAMP

Perforated edges on things a visitor picks, the postmark beside every date, cancel bars between sections.

### PHOTOGRAPHY

Objects front-on, archive photos in their own black and white, then and now from the same corner, people when they belong.

### VOICE

We, short and exact. Who's coming first.




## Concept build by Kootenay Made Digital

`kootenaymade.ca`

The Marrick Museum & Archives, the town of Marrick, Wenlock Lake, the historical society, its staff and every object are fictional.